

July 17, 2018

MINUTES OF A REGULAR MEETING OF THE PLANNING COMMISSION OF THE TOWN OF CLARKDALE HELD ON TUESDAY, JULY 17, 2018 IN THE MEN'S LOUNGE, CLARK MEMORIAL CLUBHOUSE, 19 N. NINTH STREET, CLARKDALE, AZ.

A Regular Meeting of the Planning Commission of the Town of Clarkdale was held on Tuesday, July 17, 2018 at 4:00 p.m., in the Men's Lounge, Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, AZ.

Planning Commission:

Chair	Ida-Meri deBlanc	Excused
Vice Chair	John Erickson	Present
Commissioners	Jorge Olguin	Present
	Craig Backus	Present
	Deborah Hunseder	Present

Staff:

Planning Manager	Beth Escobar
Project Manager	Mike Gray

Other members of the audience: Janice Benatz, resident

1. **CALL TO ORDER:** Vice Chair Erickson called the meeting to order at 4:00 p.m.
2. **ROLL CALL:** Planning Manager Escobar called the roll.
3. **PUBLIC COMMENT:** The public is invited to provide comments at this time on items that are not on this agenda. Action taken as a result of public comment will be limited to directing Staff to study the matter, or scheduling the matter for further consideration and decision on a later agenda, as required by the Arizona Open Meeting Law. Each speaker is asked to limit comments to **FIVE MINUTES**.

There was no public comment.

4. **MINUTES:**
 - a. Consideration of the **Regular Meeting Minutes of June 19, 2018.**
Commissioner Backus moved to approve the Regular Meeting Minutes of April 17, 2018. Commissioner Hunseder seconded the motion. The motion passed unanimously.

5. REPORTS:

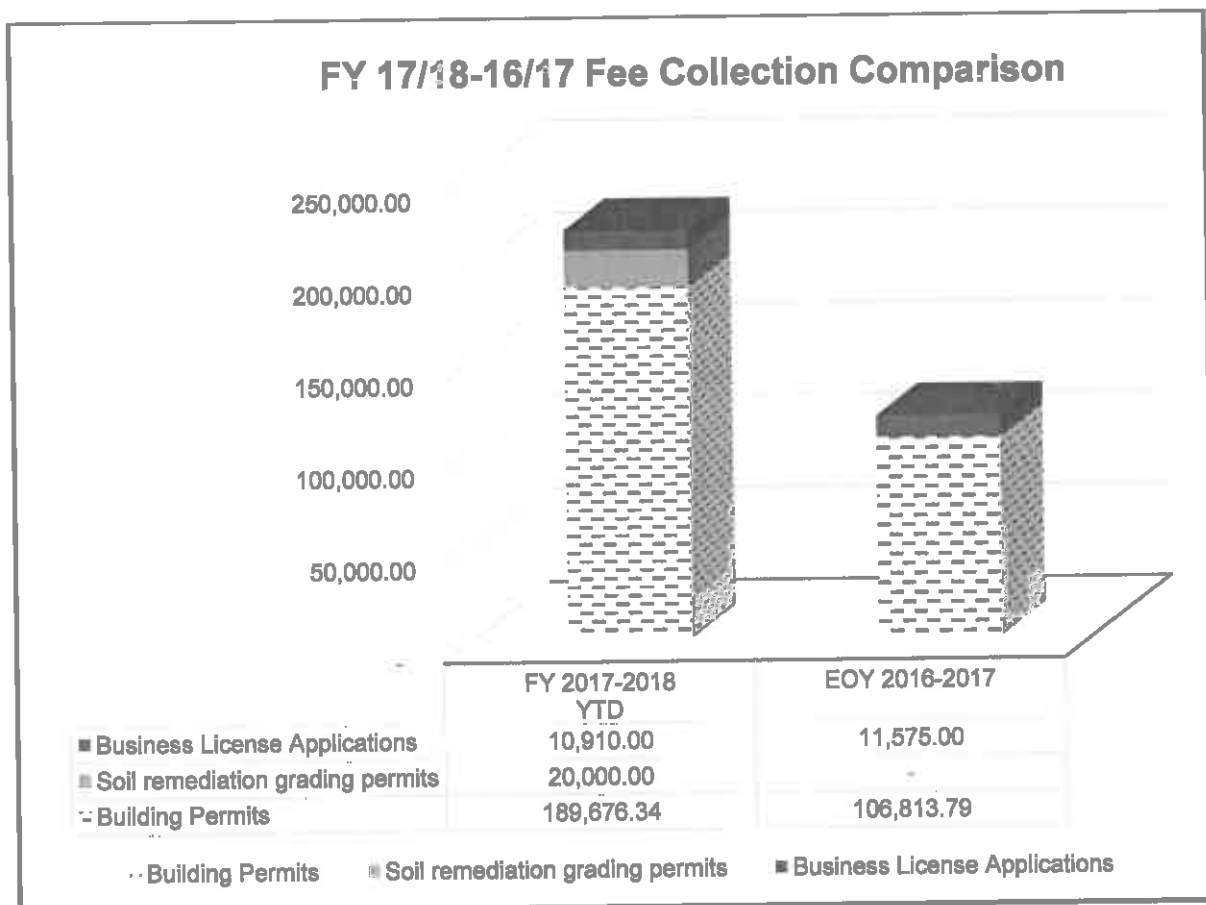
Chairpersons and Members Report: Vice Chair Erickson stated the Rain Spirit RV Resort is now open.

Planning Manger Escobar informed the Commission that the grand opening event for Rain Spirit is scheduled for Wednesday, August 29, 2018 from 3:00 p.m. to 6:00 p.m.

Director's Report:

YTD Metrics as of June 2018 (100% complete) –

Building Permit Fees Collected = 259% of annual goal of \$81,000.
Business License Applications = 136% of annual goal of \$8,000.



Open Projects – Balances due reflect permits awaiting pickup in CDD

PROJECT TYPE	# OF PROJECTS	BALANCE
ACC - ACCESSORY STRUCTURE	17	75.00
BP - BUILDING OTHER	7	0.00
BP - BUILDING REMODEL	16	1,838.40
BPC - BUILDING COMMERCIAL	1	0.00
BPR - BUILDING RESIDENTIAL	58	6,687.90
CAR - DET CARPORTS	1	0.00
CU - CONDITIONAL USE	2	0.00
DECKS - DECKS	1	0.00
DM - DEMOLITION	2	0.00
DRB - DESIGN REVIEW BOARD	2	0.00
EG - EXCAVATING & GRADING	5	0.00
ELECTRICAL - SOLAR	21	0.00
EP - ELECTRICAL	1	0.00
GSM - GRADING - SOIL REMED.	248	18,108.00
MH - MANUFAC HOME	2	0.00
PL - PLUMBING	3	0.00
RE-ROOF - RE-ROOF	10	0.00
RZ - REZONE	1	0.00
SG - SIGN	3	0.00
SPR - SITE PLAN REVIEW	1	0.00
SWIMPOOL - SWIMMING POOL	4	0.00
WF - WALL/FENCE	17	262.00
*** TOTALS ***	423	26,971.30

Project updates.

UVSP. Checks funding the accounts to be used in covering grading and drainage permits and the funds for the contract building inspector were received and processed this week. A \$30,000 check was received from Freeport-McMoRan to refresh the permit deposit account. This will cover the 103 permits ready to issue (total fee balance is \$16,632.00). More permit applications are anticipated once the backlog is cleared. In addition, the \$20,000 check to fund the inspector was received in anticipation of the SAFEbuilt contract approval at the upcoming Council meeting.

Three permits were received on Monday for remediation at the Clarkdale-Jerome School site. With replenishment of the deposit account staff was able to issue those permits yesterday. The contractor is anxious to get started on the work at the school so the remediation can be completed before the new school year.

Sustainability in our Backyard. On June 23rd, the first Sustainability in Our Backyard event of the year drew a total of 12 folks including presenters and staff and including 6 very engaged and interactive people. The event was hosted by Jason Lavelle at Arizona Botanical Gardens and featured three speakers: Gary Foresman on rainwater harvesting and greywater use, Jason on natural plantings and managing desert landscapes, and Matt Wilson, Manager of Habitat Restoration for Friends of the Verde River who spoke on the success of restoration projects in our area.

2018-19 Economic Development Plan. On July 10th, the Council reviewed the Plan in a work session to provide direction to staff. Staff also had the conversations with key business/property owners in Clarkdale: Ed Pajor, VP of Business Development for the Western Group, owner of Verde Canyon Railroad; Bill Snyder, owner of Highland Laundromat and Group 2 Storage; Larry Green, large commercial property owner in the Central Business District; and Buddy Rocha Jr., Yavapai-Apache Nation Economic Development Authority.

Attract and support business in Clarkdale. Clarkdale again is participating in the Arizona Office of Tourism Marketing Cooperative. For every dollar invested, we receive a 100% return as the AOT offers a dollar for dollar match. After consulting with AOT on a recommended approach for this year, we are going to continue with print advertising in parallel with Cottonwood and the Verde Canyon Railroad. Clarkdale ads will appear in two issues of the Arizona Drive Guide this year: the September – November issue and the March – May issue as before. In a change from last year, we are trying a new approach which is similar to that being followed by the Cottonwood Chamber; we are going to try geo-fencing. This is a mobile web-based technique identifying smart phones within the region to reach them with local advertising when they are already in the market. We are trying this for the months of September and October of this year and then April and May 2019. This geo-fencing approach is managed through AZ Central and USA Today. We are eager to see what traffic we will receive from this exposure. The updated web security certificate will provide us data in this regard.

Upcoming Events.

- 7-21-18 – Summer Concert in the Park featuring Thunder and Lightnin', 7-9pm
- 7-27-18 – Final Block Party on Main Street sponsored by the Clarkdale Foundation and the Clarkdale Downtown Business Alliance from 6-9pm.



Planning Updates.

Walkable Communities.
Planning Manager Escobar attended a free webinar: Walkable Transformations: Healthy Active and Engaged Communities. The webinar was presented by America Walks and presented several examples of how public art, such as artistic benches, can be used to enhance walkability. The webinar may be viewed at:



<http://americawalks.org/walkable-transformations-healthy-active-and-engaged-communities-june-21-2018-webinar/>

Rain Spirit RV Resort Update

On July 20th, the Rain Spirit RV Resort is expecting to open. For reservations, please call (928)202-3230.



6. OLD BUSINESS:

- a. DISCUSSION/POSSIBLE ACTION regarding the draft Broadway Corridor Focus Area Plan.

Planning Manager Escobar summarized the staff report:

Background:

During their review of the draft Broadway Corridor plan, the Commission received a comment from the public regarding manufactured housing along the corridor. The Commission directed staff to present a report at the July meeting regarding the current Clarkdale housing market including a discussion of what is currently available, market price, location and the availability of housing development for each of the residential zones.



Housing Availability:

The available housing stock for purchase and rentals is low to non-existent throughout the Verde Valley. The majority of homes being constructed in the two unfinished subdivisions, Mountain Gate and Crossroads at Mingus, are sold prior to completion of construction.

At the time of this report, there were 10 site-built homes on the market for sale and no manufactured homes.

There were no rental apartments or homes available.

Types of housing

Manufactured homes are built in a factory under a federal building code administered by the Department of Housing (HUD).

Every other type of housing is considered to be 'stick built' as long as the residence is permanently affixed to the property.

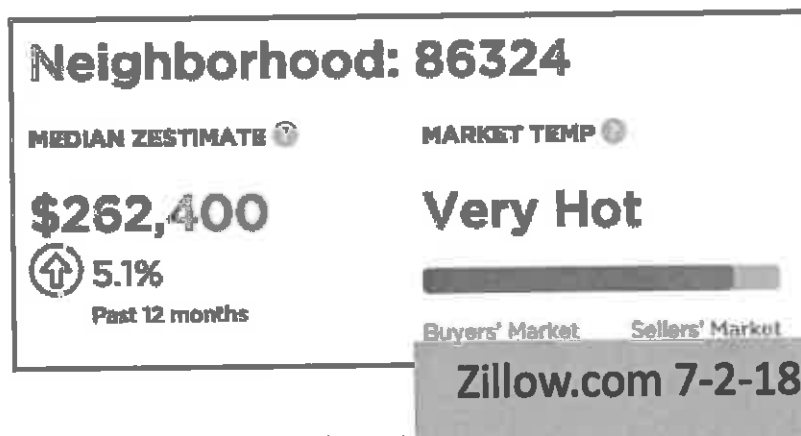
Stick-built residences are permitted in all residential and commercial zones within the Town. Manufactured homes are only allowed in R-4 and R-4A zoning districts. This includes the Lampliter, Mingus Shadows and Centerville neighborhoods. Lampliter is a manufactured home park, where residents own the unit and lease the land underneath. In Mingus Shadows and Centerville residents own their homes and the property.

Manufactured homes can be less expensive option.

Market Price

The median home price in Clarkdale is \$262,400 and the median rent per month is \$1,200. These are the median figures.

In order to be determined affordable, no more than 30 percent of income should go towards a mortgage payment.



The monthly mortgage payment for a median priced home (\$262,400) is \$1,007 at 4.1 percent interest rate.

The median annual household income in Clarkdale is \$46,851. Thirty percent of this amount is \$1,172 per month, so half the people in Clarkdale making the median household income could afford a median priced house but could not afford to rent a house.

Recent home sales are for amounts ranging from \$248,000 to \$408,000 in the month of June. In order to afford a home for \$327,000, the average of current listings, the annual household income would need to be \$52,840.00

As of the date of this report, there were no manufactured homes listed for sale.

Staff Analysis

Staff recognizes the community and economic development importance of having a variety of housing choices available for people who choose to live and work in Clarkdale and suggests the following wording be added to the Broadway Corridor Focus Area Plan:

- Support development of diverse housing stock along the corridor.

Action Needed

Staff is asking the Commission to provide direction on any additions or changes to the draft Broadway Corridor Focus Area Plan and/or whether this item is ready to move forward to Town Council for consideration.

Commission Discussion:

- Commissioner Backus stated the strategies included in the plan are good and give good direction as we move forward.
- Vice Chair Erickson stated the importance of sidewalks along the road and bike lanes.
- Commissioner Backus pointed out the terrain would be challenging along certain portions of the Broadway Corridor.

Commission Action:

Commissioner Hunseder moved to forward the Broadway Corridor Focus Area Plan to Council as presented. Commissioner Erickson seconded the motion. The motion passed unanimously.


7. FUTURE AGENDA ITEMS:

August 21, 2018 – Zone Change/Conditional Use Permit application for Railroad Crossing RV Park.


8. ADJOURNMENT:

- Commissioner Backus moved to adjourn the meeting. Commissioner Hunseder seconded the motion. The meeting was adjourned at 4:23 p.m.**

APPROVED BY:


John Erickson
Vice Chairperson

SUBMITTED BY:


Beth Escobar
Planning Manager